

H-1
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **GOVERNOR'S COMMUNICATIONS DIRECTOR**

GENERAL DESCRIPTION OF RESPONSIBILITIES

Acts as advisor to Governor and state decision makers on emergency public information issues. Provides guidance to Public Information Manager on development and dissemination of state emergency public information. Acts as state's primary spokesperson at news conferences during emergencies and disasters.

OVERALL DUTIES:

- Reports to the Washington Emergency Management Division's Public Information Manager in the event of an emergency or disaster.
- Obtain information from staff at the State Emergency Operation Center or other emergency centers, as necessary.
- Provide advice to Governor and state decision makers on emergency public information issues.
- Coordinate information with the Public Information Manager, JIC Public Information Manager, Emergency Management Division Assistant director, Governor's Office, and others as appropriate, before release if possible.
- Be prepared to make regular statements to the news media regarding the status of the incident, state response and recovery activities, recommended protective actions and other pertinent topics.
 - ◆ Life saving and health preservation instructions and information should be disseminated as quickly and frequently as possible.
 - ◆ Status reports of the emergency and state and local response efforts should be provided about every four hours, or as often as events warrant.
- Following news conferences, provide briefing to Public Information Manager, Emergency Management Division Assistant Director, and Governor's Office, on results of news conference, and unresolved issues and inquiries.
- Provide briefing on emergency and state response activities to new state spokesperson at shift change.
- Maintain a paper log of your significant activities.

- Serve on the State Recovery and Restoration Task Force, and advise the task force on public information issues.
- Work with Public Information Manager and JIC Public Information Manager to implement the public information plan developed for Reentry, Return, Relocation, and Recovery and Restoration activities.

ACTION ITEMS:

- () Obtain initial briefing on situation and state response activities from Public Information Manager or Emergency Management Division Assistance Director.
- () Discuss initial emergency public information strategy with Public Information Manager or Emergency Management Division Assistant Director.
- () With assistance from state public information staff, initiate contact with news media.

H-2
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **PUBLIC INFORMATION MANAGER**

GENERAL DESCRIPTION OF RESPONSIBILITIES

Serves as manager of state's emergency public information activities. Acts as advisor to the Emergency Management Division Assistant Director and Governor's Communications Director on emergency public information issues. Oversees production, coordination and dissemination of emergency public information. Oversees establishment of telephone hotline for media and public inquiries, as necessary.

OVERALL DUTIES:

- Reports to Washington State Emergency Management Division's (WEMD) Emergency Operations Center Supervisor in an emergency or disaster.
- Provide briefing on emergency and state response activities to public information staff upon activation or shift change.
- Provide direction to Information Team (see EOC Information Center organization chart in EOC Procedures Binder) on preparation and coordination of state emergency public information.
- Ensure state emergency public information is coordinated with the Governor's Communications Director and other appropriate responding agencies, before release if possible.
 - Pre-broadcast coordination of State Emergency Alert System messages should be attempted only if time allows.
- Work with Information and Media Teams (See EOC Information Center organization chart in EOC Procedures Binder) and with the JIC Public Information Manager to resolve problems which occur during coordination activities.
- Ensure final copies of any state emergency public information documents are approved before release. This will be done by placement of date and time of release, and name or initials of lead state public information officer (either the Governor's Communications Director or the Public Information Manager) on the document.
- Ensure regular briefings on the incident and state response activities are provided to the state public information staff.

- Discuss strategy for correcting misinformation and addressing rumors with Assistant Public Information Manager, Governor's Communications Director, JIC Public Information Manager, and others as appropriate. Ensure appropriate strategies are implemented.
- Assist in scheduling and conducting briefings for news media, as necessary.
- Attend State Emergency Operations Center briefings providing reports on state emergency public information efforts.
- Provide support to affected local jurisdictions, if requested and appropriate, after consulting with Emergency Management Assistant Director.
- Maintain a paper log of significant activities.
- In conjunction with the Governor's Communications Director and the JIC Public Information Manager, formulate and carry out a public information plan for Reentry, Return, Relocation, and Recovery and Restoration activities.
- Ensure media are informed of de-activation of emergency response efforts and provided with phone numbers for use after deactivation.

ACTION ITEMS:

- () Brief the Governor's Communications Director, and key state agency public information officers as necessary, on the incident, its prognosis, and actual or projected state emergency response activities.
- () Discuss initial emergency public information strategy and staffing with Emergency Management Division Assistant Director and Governor's Communications Director.
- () Oversee initial notification EOC activation to state public information officers of supporting agencies after coordination of EOC staffing with EOC Supervisor and Disaster Manager.
- () Ensure contact is initiated with the news media and/or others, providing information regarding state emergency response activities.
- () Delegate tasks to public information team supervisors. However, if other information team supervisors are not present, you must be prepared to assume their duties.
- () Oversee establishment of telephone hotline for media and public inquiries, as necessary.

- () As appropriate, discuss de-escalation or de-activation of state emergency public information activities with Emergency Management Division Assistant Director, Governor's Communications Director, and the JIC Public Information Manager.
- () Ensure media informed of termination of state emergency public information activities, providing phone numbers for use after de-activation.

H-3
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **ASSISTANT PUBLIC INFORMATION MANAGER**

GENERAL DESCRIPTION OF RESPONSIBILITIES:

Oversees dissemination of state emergency public information. Coordinates information flow between the State Emergency Operation Center (EOC) and the EOC public information staff. Assists with information gathering and rumor control. Ensures responses to telephone inquiries are made in a timely manner.

OVERALL DUTIES:

- Reports to Washington State Emergency Management Division's (WEMD) Public Information Manager in an emergency or disaster.
- Assist with briefing of public information staff on the emergency and state response activities upon public information staff activation or shift change.
- Ensure approved state emergency public information is distributed within the State Emergency Operation Center, to the governor's Communications Office, and to the State Joint Information Center (JIC) group.
- Ensure external distribution is made of state emergency public information to other emergency centers and media.
- Ensure telephone team receives information on the emergency, state response activities, emergency instructions, time and date of news conferences and other briefings, and other pertinent information. Obtain regular briefings for team from Public Information Manager, technical advisors and other state Emergency Operation Center staff, as appropriate. Such information may be provided verbally or in writing.
- Acts as Public Information Manager in his/her absence.

ACTION ITEMS:

- () Assist in activation of state public information officers.
- () Ensure media is aware of state EOC activation and state emergency response activities, and is provided with appropriate public information phone numbers (check with Public Information Manager to determine whether this has been accomplished).

- () Ensure EOC PIO staff has copies of news releases issued by other jurisdictions. If necessary, obtain from Clerical Support.
- () Ensure telephone team members log the time and general content of all calls (both incoming and call back phone calls).
- () Review call-back forms and route to the most appropriate state EOC staff member, or ask the state EOC Supervisor or the technical advisors from supporting agencies for assistance. *Forms should be processed and returned to the Public Team Leader or Media Team Leader, as appropriate, within 15 minutes.*
 - ◆ Number call-back forms sequentially, beginning with the number 200, 201, etc.; confirm numbering with Message Control Clerk.
- () Brief Public Information Manager on trends in information and inquiries which may indicate misinformation or rumors. *Three or more inquiries of a similar nature may indicate the presence of misinformation or rumors.* Discuss strategy for correcting misinformation and addressing rumors. Ensure appropriate strategies are implemented.
 - ◆ Ensure new media reports are monitored for accuracy.
- () Assist in scheduling, setting up and conducting briefings for news media, as requested.
- () Attend state Emergency Operation center briefings.
- () Maintain a paper log of significant activities.
- () Assist Public Information Manager in formulating and carrying out public information plans for Reentry, Return, and Relocation, and Recovery and Restoration activities.
- () Assist Public Information Manager in de-escalating state public information activities.

H-4
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **DECISION MAKER PIO LIAISON**

OVERALL DUTIES:

- Reports to Washington State Emergency Management Division's (WEMD) Public Information Manager in an emergency or disaster.
- Coordinates internally at WEMD and externally with other PIOs from key state agencies involved in the response.
- Advises and coordinates closely with Decision Makers in the Decision Room at the State Emergency Operations Center.
- Coordinates with the Public Information Manager, Assistant Public Information Manager, and the Information Team Leader on approval of news releases.

ACTION ITEMS:

Upon Notification

- Reports to the Washington Emergency Management Division's Public Information Manager in the event of an emergency or disaster.
- Gets briefed by the Public Information Manager and, as available, the EOC Supervisor, IAP Supervisor, or another EOC staff member.
- Begins paper logging of significant activities.
- Begins coordination with the Information Team Leader, Media Team Leader and Public Team Leader.
- Regularly briefs Public Information Manager on Decision Maker actions and discussions.

H-5
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **PUBLIC INFORMATION TECHNICAL ADVISORS**

GENERAL DESCRIPTION OF RESPONSIBILITIES:

Provides simple, understandable interpretations of technical information and issues for public information staff. Assists in development and review of state emergency public information for technical accuracy. Responds to inquiries from media and public.

Technical advisors/spokespersons could come from any agency, including the following:

- Department of Health (inquiries relating to radiation or chemical hazard)
- Department of Agriculture (inquiries relating to agricultural commodities)
- Washington Emergency Management Division (inquiries relating to state emergency response issues)
- Washington State Patrol (inquiries relating to law enforcement)
- Washington Department of Transportation (inquiries relating to state highways and roads)
- American Red Cross (inquiries relating to sheltering and caring of persons evacuated from a disaster scene)

OVERALL DUTIES:

- Assist with briefing of public information staff on the emergency and state response activities, including upon PIO staff activation or shift change.
- Provide simple, understandable interpretations of technical information and issues for public information staff.
- Keep abreast of developments, attempting to anticipate inquiries of a technical nature and developing responses to them.
- Assist in development of state emergency public information as requested by public information staff.
- Review draft state emergency public information for technical accuracy, as requested by public information staff.

- Attend news briefings/conferences to make a presentation or answer questions on state emergency response.

ACTION ITEMS:

- () Become familiar with the status of the incident and information already released.

H-6
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **INFORMATION TEAM LEADER**

GENERAL DESCRIPTION OF RESPONSIBILITIES:

Oversee production and coordination of state emergency public information documents, such as news releases, chronologies, fact sheets, recorded messages and briefing sheets for news conference or other public presentations.

OVERALL DUTIES:

- Reports to the Washington Emergency Management Division's Public Information Manager in an emergency or disaster.
- As necessary, assist with briefing of public information staff on the emergency and state response activities upon PIO staff activation or shift change.
- Supervise the drafting of emergency public information. Use available boiler plate press releases (See EOC PIO Procedures Binder in Press Releases section for computer file location) as appropriate. CAREFULLY EXAMINE EACH LINE OF BOILER PLATE TO ENSURE IT IS APPROPRIATE TO THE CURRENT CIRCUMSTANCES.
- Note: Existing boiler plate includes a number of background pieces and fact sheets. These should be disseminated as appropriate.
- Verify accuracy, completeness, appropriateness and timeliness of information. Use Public Information Manager, State Emergency Operation Center staff and technical advisors as necessary.
- Obtain approval for information to be released. Place date and time on each document, as well as initials or name of approval authority on each document or its approval sheet.
 - ◆ Approval may be necessary from one or more of the following sources:
 - Public Information Manager
 - Governor's Communications Director
 - JIC Public Information Manager
 - EMD Assistant Director

- ◆ Determine who has approval authority at outset of incident.
- Ensure state emergency public information releases are in ascending order for posting or distribution to media.
- Ensure that state emergency public information is coordinated with appropriate local, state and federal agencies, before dissemination if possible.
- Work with Clerical Support Staff to ensure records for all Washington State emergency public information documents are maintained. Use separate folder for each document. Staple or tape the control clearance sheet to each document folder.

ACTION ITEMS:

- () Attend all EOC briefings.
- () Ensure all news releases regarding activation of State EOC and state response personnel are drafted and prepared for release (check with Public Information Manager or Assistant Public Information Manager to determine whether this has been accomplished).
- () Maintain a paper log of significant activities.
- () Ensure emergency public information documents on appropriate topics are drafted and prepared for dissemination. Priority is on development of instructions or other information for protection of affected citizens.
- () Assist Public Information Manager in formulating a public information plan for reentry, return, relocation and recovery activities.
- () Ensure emergency public information documents on appropriate topics are drafted and prepared for dissemination. Priority is on development of instructions or other information for protection of affected citizens.
- () Assist Public Information Manager in de-escalating state public information activities, as necessary or requested.

H-7
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **INFORMATION TEAM WRITER**

GENERAL DESCRIPTION OF RESPONSIBILITIES:

Produces news releases, chronologies, fact sheets, briefing papers, brochures, automatic recorded messages, radio and television information spots, and media information packets on state emergency response and recovery activities.

OVERALL DUTIES:

- Reports to the Washington Emergency Management Division's Information Team Leader in an emergency or disaster.
- Gather information from State Emergency Operation Center (EOC) briefings, information from the decision makers or other EOC staff, boiler plate news releases, status boards and incoming news releases.
- Verify accuracy, appropriateness and timeliness of information. Use Public Information Manager, Information Team Leader, State EOC staff and technical advisors, as necessary.
- Use boiler plate news releases as appropriate. (See EOC PIO Procedures Press Release section for samples) CAREFULLY EXAMINE EACH LINE OF BOILER PLATE TO ENSURE IT IS APPROPRIATE TO THE CURRENT CIRCUMSTANCES.

Note: Existing boiler plate includes a number of background pieces and fact sheets on the above topics. These should be disseminated as appropriate.

- Prepare written copy.
- Attach Control Sheet to written copy, and provide package to Information Team Leader or appropriate approval authority for review and clearance.
- Ensure news release regarding activation of State EOC is drafted and prepared for dissemination (check with Public Information Team Leader to determine whether this has been accomplished).
- Ensure emergency public information documents on appropriate topics are drafted and prepared for dissemination. Priority is on development of instructions or other information for protection of affected citizens.

- Assist Public Information Manager in de-escalating state public information activities, as necessary or requested.

ACTION ITEMS:

- () Reports to State EOC or JIC facility as assigned, and gets briefing from PIO Lead.
- () Begins paper logging of significant activities.
- () Establishes media release priorities with Information Team Leader.
- () Establishes and maintains coordination with other PIOs Media Team, Public Team, and with other EOC staff sections at gathering situation information to put in State public information materials.

H-8
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **INFORMATION TEAM SUPPORT**

GENERAL DESCRIPTION OF RESPONSIBILITIES:

Reports to the State EOC's Public Information Manager in an emergency or disaster. Coordinates internally at the State EMD and externally with other PIOs from key state agencies involved in the response. Coordinates with Public Information Manager, Assistant Public Information Manager, Information Team Leader and EOC PIO Liaison. Coordinates with Support Team to disseminate news releases and other materials, and via email on the Internet with State PIOs at a JIC or in the field.

ACTION ITEMS:

Upon notification

- () Reports to the State EOC or JIC facility, as assigned. Gets briefed by the Information Team Leader.
- () Begins paper logging of significant activities
- () Track and maintain coordination approval sheets for Press Release Approval.

H-9
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **PUBLIC TEAM LEADER**

GENERAL DESCRIPTION OF RESPONSIBILITIES:

Provides information on the emergency, state response activities, emergency instruction and other information, as appropriate, to news media and the public. Provides feedback to Dissemination Supervisor on inquiries that may indicate misinformation or rumors. Maintains log of telephone contacts.

OVERALL DUTIES:

- Reports to the Washington Emergency Management Division's Public Information Manager in an emergency or disaster.
- Provide information on the emergency, state response activities, emergency instructions, time and date of news conferences and other pertinent information to news media and the public.
 - ◆ Use verbal briefings, news releases, resource manual, technical advisors and other staff, and other resources as information sources.
 - ◆ Only general information can be provided regarding the activities of other jurisdictions. Specific inquiries should be referred to the appropriate jurisdiction; phone numbers will be posted.
- Use phone forms (See EOC PIO Procedures) for inquiries where additional information is needed. Give to Media Team Leader for media team processing.
- Log all calls (incoming and call backs). (See EOC PIO Procedures for phone forms)
 - ◆ Note the name of caller, organization caller represents, phone number (if call back is required), brief description of inquiry, time of inquiry, whether a call back is required and time the call back was completed. Note whether the line is busy upon call back.

ACTION ITEMS:

- () Get briefing from the Public Information Manager at the State EOC.
- () Begin paper logging of significant activities.
- () Report to the State EOC or JIC facility near the emergency site, as assigned.

- () Begin coordinating with Public Information Manager, Information Team Leader and Media Team Leader.

H-10
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **PUBLIC TEAM SUPPORT**

OVERALL DUTIES:

- Reports to the Washington Emergency Management Division's Public Information Manager in an emergency or disaster.
- Helps provide information to Public Phone Team to answer public inquiries coming into the State EOC or JIC.
- Coordinates with the Public Team Leader, Public Team members and information sources in the State EOC to provide information for public inquiries that require a call back.
- Coordinates with the Support Team Leader.

ACTION ITEMS:

- () Get briefing from the Public Team Leader at the State EOC.
- () Maintains paper log of significant activities.
- () Reports to the State EOC or JIC facility near the emergency site, as assigned.
- () Begins coordinating with the Public Team Leader and the Support Team Leader to assist in gathering, confirming and posting information and in providing information to respond to rumors.

H-11
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **PUBLIC LIAISON**

OVERALL DUTIES:

- Reports to the Washington Emergency Management Division's Public Team Leader in and emergency or disaster.
- Answers public inquiries coming into the telephone team at the State EOC or JIC.
- Coordinates with the Public Team members, the Public Team Leader, and the Public Team Support person and information sources in the State EOC to provide information on public inquiries that may require a call back.
- Notes rumors and inconsistencies in public inquiries and refers them to the Public Team Leader.

ACTION ITEMS:

- () Get briefing for the Public Team Leader at the State EOC.
- () Maintains a paper log of significant activities.
- () Reports to the State EOC or JIC facility near the emergency site, as assigned.
- () Begins coordinating with the Public Team Leader, other Public Liaisons, and Media Team to gather and confirm information.

H-12
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **MEDIA TEAM LEADER**

OVERALL DUTIES:

- Reports to the Washington Emergency Management Division's Public Information Manager in an emergency or disaster.
- Directs the Media Team in responding to and initiating media contacts.
- Coordinates internally at the State EOC and externally with other PIOs from key state agencies involved in the response.
- Coordinates with the Public Information Manager, the Assistant Public Information Manager, the Decision-Maker PIO Liaison, the Information and Public Team Leaders.

ACTION ITEMS:

- () Gets briefing from the Public Information Manager at the State EOC and, if available, the Disaster Manager or EOC Supervisor.
- () Maintains a paper log of significant activities.
- () Report to State EOC or JIC facility near the emergency site, as assigned.
- () Begin coordination with Media Liaisons, and Information Team Leader, and Public Team Leader.

H-13
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **SUPPORT TEAM LEADER**

OVERALL DUTIES:

- Reports to the Washington Emergency Management Division's Public Information Manager in an emergency or disaster.
- Coordinates with the Public Information Manager, the Assistant Public Information Manager, the Media, and the Public Information Team Leaders to provide administrative support as needed.
- Verify fax/email/telephones of coordinating agencies.
- Coordinate with the Information Team to disseminate final news releases and other materials.
- Coordinates and co-directs other State support staff, such as the Public Team Support.

ACTION ITEMS:

- () Reports to the State EOC.
- () Gets briefing by PIO Assistant Lead and, as available, the lead for the EOC Administrative Section and the lead in the Message Center.
- () Begins logging activities on formal log at (pio,doc).
- () Conducts inventory for availability of key reference books (EOC PIO Procedures and Media Guide) as well as for key forms (Coordination Sheets, Fax Cover sheets, Log Sheets, and Phone Sheets)
- () Maintains files of incoming and outgoing information to have on hand for the PIO team, other staff at the State EOC and possibly external audiences.

H-14
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **CLERICAL SUPPORT**

GENERAL DESCRIPTION OF RESPONSIBILITIES:

Reports to the Support Team Leader. Acts as messenger for public information operations. Makes copies of and delivers public information documents to distribution points in-house. Sends state public information documents to other locations via facsimile. Assists with word processing. Performs other duties as assigned.

OVERALL DUTIES:

- Relay information and run messages as requested for public information staff
- Distribute public information documents in the State EOC.
- Operate public information fax, as necessary or requested, logging date and time that information is transmitted and received.
 - Ensure each item to be faxed has an attached cover sheet indicating name of the sender and of the intended recipient (s).
 - If using Fax services, complete cover sheet noting specific fax lists to be used.
- Assist Information Team with word processing and public information record and file keeping activities, update white boards with reference information as directed by the Support Team Leader, and performing other duties as assigned.

ACTION ITEMS:

- () Gets briefing from Support Team Leader at the State EOC, and if available, the Public Information Manager or Assistant Public Information Manager.
- () Begin paper log of significant activities.
- () Report to the State EOC or JIC facility near the emergency site, as assigned.
- () Begin coordination with Support Team Leader and Information Team Support.

H-15
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: JIC PUBLIC INFORMATION MANAGER

GENERAL DESCRIPTION OF RESPONSIBILITIES

Serves as manager of state's emergency public information activities. Acts as advisor to the EOC Public Information Manager at a remote JIC location and Governor's Communications Director on emergency public information issues. Oversees production, coordination and dissemination of emergency public information for the State of Washington at a remote JIC. Oversees media contacts for the State Information at a remote JIC.

OVERALL DUTIES:

- Provide briefing on emergency and state response activities to JIC Public Information Staff upon activation or shift change.
- Provide direction to Information Team Public Information Officers on preparation and coordination of state emergency public information at a remote JIC.
- Ensure state emergency public information is coordinated with the Governor's Communications Director and other appropriate responding agencies, before release if possible.
- Work with JIC Decision Desk (PIO Managers of each agency in the joint operations center) to resolve problems which occur during coordination activities.
- Ensure final copies of any state emergency public information documents released at the JIC are approved before release. This will be done by placement of date and time of release, and name or initials of lead state public information officer (either the Governor's Communications Director, JIC Spokesperson or the Public Information Manager) on the document.
- Ensure regular briefings on the incident and state response activities are communicated to the state public information staff and to the JIC staff.
- Discuss strategy for correcting misinformation and addressing rumors with the EOC Public Information Manager, Governor's Communications Director, Joint Information Center team, and others as appropriate. Ensure appropriate strategies are implemented.
- Assist in scheduling and conducting briefings for news media, as necessary.

- Attend at the JIC appropriate operations briefings providing reports on state emergency public information efforts.
- Provide support to affected local jurisdictions, if requested and appropriate, after consulting with the EOC Public Information Manager.
- Maintain a paper log of significant activities.
- In conjunction with the Governor's Communications Director, and EOC Public Information Manager formulate and carry out a public information plans for Reentry, Return, Relocation, and Recovery and Restoration activities.

ACTION ITEMS:

- () Brief the EOC Public Information Manager, the Governor's Communications Director, and key state agencies public information offices as necessary, on the incident, its prognosis, and actual or projected state emergency response activities.
- () Discuss emergency public information strategy and staffing with EOC Public Information Manager and Governor's Communications Director.
- () Oversee activation of state public information officers at the JIC.
- () Ensure contact is initiated with the news media and/or others, providing information regarding state emergency response activities.
- () Delegate tasks to JIC Public Information Staff/Supervisors at the JIC.
- () As appropriate, discuss de-escalation or de-activation of state emergency public information activities with the EOC Public Information Manager and Governor's Communications Director.
- () Ensure media informed of termination of state emergency public information activities at the JIC, providing phone numbers for use after de-activation.

H-16
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: JIC SPOKESPERSON

GENERAL DESCRIPTION OF RESPONSIBILITIES:

Act as state's spokesperson at Joint Information Center. Represent the state in public information coordination activities at the Joint Information Center. Assist in management and operation of Joint Information Center, as requested.

OVERALL DUTIES:

- Obtain information from staff at the State Emergency Operation Center or other emergency operation centers, as necessary.
- Ensure public information developed by State Joint Information Center Team is approved for release by the State Emergency Operation Center.
- If necessary, coordinate state emergency public information with agencies operating at the Joint Information Center.

(Note: Information that originates from the State Emergency Operation Center should have been coordinated with other response agencies. Check with the Public Information Manager on each statement originating from the State Emergency Operation Center.)

- Act as primary coordination contact for other agencies operating at the Joint Information Center.
- Make regular statements to the news media assembled at the Joint Information Center regarding the status of the incident, state response and recovery activities, recommended protective actions and other pertinent topics.
 - ◆ Lifesaving and health preservation instructions and information should be disseminated as quickly and frequently as possible.
 - ◆ Status reports of the emergency and state and local response efforts should be provided about every four hours, or as often as events warrant.
- Following each news conference, provide a briefing to the Public Information Manager or Governor's Communications Manager on results of the news conference, and on unresolved issues and inquiries.

- Provide briefing on the emergency and state response activities to new state spokesperson at shift change.
- Assist with management and operation of Joint Information Center, as necessary or requested.
- Maintain a paper log of significant activities.

ACTION ITEMS:

Upon arrival at Joint Information Center:

- () Check in with Governor's Communications Director or Public Information Manager at State Emergency Operation Center. Obtain briefing on situation, state response activities, and public information strategy.
- () Meet with manager of the Joint Information Center to discuss the state's role in overall operation of the center.
- () Meet with other members of the information coordination group to discuss the state's role in coordination activities.

H-17
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **JIC TECHNICAL SPOKEPERSON**

GENERAL DESCRIPTION OF RESPONSIBILITIES:

This job description and checklist should be provided by the state agency whose authority and expertise is being called upon, such as Department of Health, Agriculture, and any of a number of other examples.

ACTION ITEMS:

Upon notification

- () Begin paper log of significant activities.
- () Report to the State EOC or JIC facilities near the emergency site, as assigned.
- () Get briefing from the department Lead representative in the EOC and from the Public Information Manager in either the EOC or the JIC.

H-18
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **MEDIA LIAISON**

OVERALL DUTIES:

- Reports to the Washington Emergency Management Division's Media Team Leader in an emergency or disaster.
- In coordination with the Media Team Leader, responds to and initiates media contacts.
- Provides media with timely and accurate information.
- Tracks inquiries for rumors and inconsistencies.

ACTION ITEMS:

Upon Notification

- () Get briefing from Media Team Leader.
- () Begins paper log of activities.
- () Reports to the State EOC or JIC facility near the emergency site, as assigned.
- () Begins coordinating with Media Team Leader, Information Team Leader, and Public Team Leader.

H-19
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **JIC INFORMATION TEAM WRITER**

GENERAL DESCRIPTION OF RESPONSIBILITIES:

Produces news releases, chronologies, fact sheets, briefing papers, brochures, automatic recorded messages, radio and television information spots, and media information packets on state emergency response and recovery activities.

OVERALL DUTIES:

- Gather information from State Emergency Operation Center (EOC) briefings, JIC briefings, information from the decision makers or other EOC staff, boiler plate news releases, status boards and incoming news releases.
- Verify accuracy, appropriateness and timeliness of information. Use JIC Public Information Manager, JIC Staff, State EOC staff and technical advisors, as necessary.
- Use boiler plate news releases as appropriate. CAREFULLY EXAMINE EACH LINE OF BOILER PLATE TO ENSURE IT IS APPROPRIATE TO THE CURRENT CIRCUMSTANCES.

Note: Existing boiler plate includes a number of background pieces and fact sheets on the above topics. These should be disseminated as appropriate.

- Prepare written copy.
- Attach Control Sheet to written copy, and provide package JIC Public Information Manager or appropriate approval authority for review and clearance.
- Ensure emergency public information documents on appropriate topics are drafted and prepared for dissemination. Priority is on development of instructions or other information for protection of affected citizens.

Note: Existing boiler plate includes a number of background pieces and fact sheets on the above topics. These should be disseminated as appropriate.

- Assist JIC Public Information Manager in de-escalating state public information activities, as necessary or requested.

ACTION ITEMS:

- () Reports to State EOC or JIC facility as assigned, and gets briefing from PIO Lead.
- () Begins paper log of significant activities.
- () Establishes media release priorities with JIC Public Information Manager.
- () Establishes and maintains coordination with other in JIC and JIC staff to gather information to put in State public information materials.

H-20
WASHINGTON STATE
EMERGENCY OPERATION CENTER
CHECKLIST

POSITION: **JIC SUPPORT TEAM LEADER**

OVERALL DUTIES:

- Reports to the State or JIC facility as assigned.
- Coordinates with the JIC Public Information Manager to provide administrative support as needed.
- Verify fax/email/telephones of coordinating agencies, including State EOC Information Center.
- Coordinate with the Information Team Leader and/or writer to disseminate final news releases and other materials.
- Coordinates and co-directs other State support staff, such as the Public Team Support.

ACTION ITEMS:

- () Reports to the State EOC or JIC facility, as assigned.
- () Gets briefing by JIC Public Information Manager and, as available, the lead for the JIC Administrative Support and the lead in the Message Center.
- () Begins computer and/or paper log of all state se0ction activities.
- () Maintains files of incoming and outgoing information to have on hand for the PIO team, other staff at the State JIC staff and possible external audiences.

